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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

JUVENON, INC., a California
Corporation,
Plaintiff,

Case No.: C 04-4804 SI

NOTICE OF SUBSTITUTION OF
COUNSEL AND [PROPOSED] ORDER

vs.

VITACOST.COM, INC., a Delaware
Corporation,
Defendant

TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:

NOTICE IS GIVEN that Defendant VITACOST.COM, INC. hereby
substitutes Ira Kerker, General Counsel for Defendant,
Vitacost.com, Inc., 2055 High Ridge Road, Boynton Beach, FL
33426, telephone (561) 752-8888 as its counsel in place of MBV
LAW LLP and has authorized Ira Kerker to appear and act as
counsel of record for VITACOST.COM, INC.

WE CONSENT TO SUBSTITUTION:

Dated: March 24, 2005

VITACOST.COM, INC.

By: [Signature]

Wayne Gorsek, CEO

FORMER COUNSEL CONSENTS TO SUBSTITUTION:

Dated: March 24, 2005

MBV LAW LLP

By: [Signature]

David Alexander

NEW COUNSEL CONSENTS TO SUBSTITUTION:

Dated: March 24, 2005

VITACOST.COM, INC.

By: [Signature]

Ira Kerker, General Counsel

[PROPOSED] ORDER

This substitution is hereby approved. IT IS SO ORDERED.

Dated: _____

